

Save the Coupons--They are Valuable.  
See Our Big Ad in Tuesday's  
Times-Dispatch.

Don't Miss Our Ad in  
Tuesday's Times-  
Dispatch.



## There'll Be a Good Time and a Present for All at the big **CHILDREN'S CHRISTMAS FESTIVAL**

to be held by the Purity Ice Cream Corporation some time during Christmas week, the time and place to be announced later.

Santa extends a hearty invitation to **Every Little Boy and Girl in Richmond and Vicinity** to come and join in the jollification. He wants to meet **ALL** and he has a nice present for **EVERY** one---something that you will appreciate and which will make you remember him with sincere pleasure.

Of course you want to come, don't you little reader? Then you ask mother or father to order

*The Velvet Kind*  
**PURE ICE CREAM**

for dessert to-day. You know how good it is and mother and father know how much better it is for you than pies and puddings and things like that. Mother and father know how wholesome and nutritious ice cream is---they know that it is much more nourishing than many foods you eat daily and by far the best dessert you could have, so just ask them to order the "Velvet Kind" for dessert after this.

Look for the tickets---they are enclosed in the envelope that contains the bill---a **WHITE** ticket with **GALLON** orders and a **PINK** ticket with **HALF-GALLON** orders. **ONE WHITE** ticket or **TWO PINK** tickets entitle you to all the privileges of the Christmas Festival and to a Christmas Present.

These tickets are issued only with **RETAIL** orders, or, in other words, with orders for **HOME** delivery.

Each ticket will have a coupon attached, which you must detach and preserve very carefully. These coupons are valuable; but that is a surprise that we have in store for you, and we'll tell you all about that later on. Of course, if you use more than one gallon of Velvet Kind Ice Cream between now and the 22nd you may give the extra tickets to your friends, so that they may attend the festival and receive a present also---but **SAVE THE COUPON** for yourself.

The gifts to be presented are worth having, and only think---you are asked to do one thing, and that a very pleasant occupation, too---eat Velvet Kind Ice Cream.

### **Out-of-Town Orders**

On out-of-town orders tickets will be issued only on **ONE** gallon orders. The Velvet Kind Ice Cream, costs \$1.25 a gallon and is sent Express Collect, the charges average 25c or 30c. Send orders direct to our Richmond Office---we guarantee delivery in perfect condition.

Out-of-town customers who cannot attend the Festival should mail their tickets to us with 4c in stamps to cover the cost of forwarding the present.

No entrance fee is required---there are no conditions---there is no restriction as to the number of guests, provided each has one white or two pink tickets. Parents or guardians may accompany the children without the formality of a ticket.

Tickets are now being issued but will be discontinued after December 22d---that is, on orders received for delivery **AFTER** December 22d no tickets will be issued.

# **PURITY ICE CREAM CORP.**

Phone Monroe 1861

10 South Jefferson Street